

AFFIDAVIT OF PUBLICATION

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STATE OF HAWAII, } ss.
County of Maui. }

Rhonda M. Kurohara being duly sworn
deposes and says, that she is Advertising Sales of
the Maui Publishing Co., Ltd., publishers of the MAUI NEWS, a
newspaper published in Wailuku, County of Maui, State of Hawaii;
that the ordered publication as to _____

NOTICE OF PUBLIC HEARING

DOCKET NO. 2008-0083

of which the annexed is a true and corrected printed notice, was
published 4 times in the MAUI NEWS, aforesaid, commencing
on the 28th day of August, 2008, and ending
on the 16th day of September, 2008, (both days
inclusive), to-wit: _____

August 28; September 4, 11, 16, 2008

and that affiant is not a party to or in any way interested in the above
entitled matter.

Subscribed and sworn to before me this
16th day of Sept. A.D. 2008.

Notary Certificate Attached

[Signature]
Notary Public, Second Judicial
Circuit, State of Hawaii.

LEILA ANN L. LEONG
My commission expires 11-23-11



NOTICE OF PUBLIC HEARINGS

IN THE MATTER OF THE APPLICATION OF HAWAIIAN ELECTRIC COMPANY, INC.
FOR APPROVAL OF RATE INCREASES AND REVISED RATE

SCHEDULES AND RULES

DOCKET NO. 2008-0083

NOTICE IS HEREBY GIVEN that pursuant to chapters 91 and 269, Hawaii Revised Statutes, the
STATE OF HAWAII, PUBLIC UTILITIES COMMISSION ("Commission") will hold a public hearing
relating to the application of HAWAIIAN ELECTRIC COMPANY, INC. ("HECO"), filed on July 3,
2008, for approval of general rate increases and revised rate schedules and rules ("Application"). The
public hearing will be held as follows:

Date: Thursday, September 18, 2008
Time: 6:00 p.m.
Location: Public Utilities Commission Hearing Room (Room B-3)
465 South King Street, Honolulu, HI 96813

HECO is a franchised public utility engaged in the production, purchase, transmission, distribution,
and sale of electricity on the Island of Oahu. HECO seeks Commission approval of a general rate
increase of approximately \$97,011,000, or 5.2%, over revenues at current effective rates. Revenues at
current effective rates include revenues from the interim rate increase approved by the Commission on
June 20, 2008 in its Order Granting HECO's Motion to Adjust Interim Increase Filed on May 21, 2008
in HECO's 2007 test year case (Docket No. 2006-0386). If revenues from the interim rate increase
are excluded, the requested relief over revenues at present rates is estimated to be \$174,348,000.
The requested increase is based on estimated total revenue requirements of \$1,964,401,000 for the
normalized 2009 test year, based on April 2008 fuel oil and purchased energy prices, and an 8.51%
rate of return on HECO's rate base, including the full cost of the Cambell Industrial Park ("CIP")
Combustion Turbine Unit 1 ("CT-1").

HECO states that it filed this request for a general rate increase due to investment in additional plant
and equipment, additional operating and maintenance costs to maintain HECO's system, and increasing
costs for labor (including wage increases pursuant to HECO's bargaining unit contract), materials, contract
services, depreciation, and other operating expenses. Without further rate relief in this proceeding,
HECO estimates that its rate of return on its average rate base (including the full cost of CIP CT-1) at
current effective rates will be 4.97% for the normalized 2009 test year, as compared to the 8.66% rate of
return that the Commission authorized in Docket No. 04-0113 for test year 2005. In addition, HECO
estimates that, if revenues from the interim increase in Docket No. 2006-0386 are not considered,
HECO's rate of return on its average rate base (including the full cost of CIP CT-1) will be 1.92% for
the normalized 2009 test year.

HECO requests a revenue increase in three steps to more closely match cost recovery with cost
incurrence:

Step	Step Increase	Amount (In \$000s)	Effective Date
1	Interim Increase	\$73,064	On or before May 3, 2009
2	CIP CT-1 Step Increase	\$23,947	At the in-service date of CIP CT-1 (scheduled for July 31, 2009)
3	Final Increase	Balance	Final Decision and Order
	Total Rate Increase	\$97,011	

The proposed rate increases over current effective rates (which include the interim rate increase
surcharges currently in effect) by rate classes for the 2009 normalized test year, in dollar amounts and
by percentage, are as follows:

Rate Class	PROPOSED INCREASE			
	At Current Effective Rates (In \$000s)	At Proposed With CT-1 Step (In \$000s)	Amount (In \$000s)	Percent (%)
Schedule R	\$560,823.9	\$590,002.7	\$29,178.8	5.20%
Schedule G	\$111,272.7	\$117,062.0	\$5,789.3	5.20%
Schedule J	\$509,769.6	\$536,291.9	\$26,522.3	5.20%
Schedule P	\$413,746.2	\$435,272.6	\$21,526.4	5.20%
Schedule DS	\$257,153.5	\$270,532.7	\$13,379.2	5.20%
Schedule F	\$9,321.7	\$10,017.1	\$695.4	5.20%
Total Sales Revenues	\$1,862,287.0	\$1,959,179.0	\$96,892.0	5.20%
Other Operating Revenues	\$5,104.0	\$5,222.0	\$118.0	2.35%
Total Revenues	\$1,867,391.0	\$1,964,401.0	\$97,010.0	5.20%

The proposed rate increases over present rates (which exclude the interim rate increase surcharges)
by rate classes for the normalized 2009 test year, in dollar amounts and by percentage, are as follows:

Rate Class	PROPOSED INCREASE			
	At Current Effective Rates (In \$000s)	At Proposed With CT-1 Step (In \$000s)	Amount (In \$000s)	Percent (%)
Schedule R	\$533,570.9	\$590,002.7	\$56,431.8	10.58%
Schedule G	\$108,816.6	\$117,062.0	\$8,245.4	10.63%
Schedule J	\$489,018.6	\$536,291.9	\$46,673.3	9.55%
Schedule P	\$393,959.3	\$435,272.6	\$41,313.3	10.49%
Schedule DS	\$252,991.2	\$270,532.7	\$17,541.5	6.93%
Schedule F	\$9,062.3	\$10,017.1	\$954.8	10.54%
Total Sales Revenues	\$1,785,018.0	\$1,959,179.0	\$174,161.0	9.76%
Other Operating Revenues	\$5,033.0	\$5,222.0	\$189.0	3.75%
Total Revenues	\$1,790,051.0	\$1,964,401.0	\$174,348.0	9.74%

The proposed increases reflect the average proposed increase for each schedule of service. The
increase experienced by a particular customer will depend on the customer's schedule of service, and
other factors, such as the customer's energy use and the customer's billing demand (where applicable).

The Commission will determine whether the proposed revenue increase, changes in rate schedules,
and rules, and other matters requested or proposed by HECO, are just and reasonable. The Commission
will hold an evidentiary hearing sometime after the conclusion of the public hearing unless HECO and
the applicable parties in this docket, at their option and upon the Commission's approval, waive the
evidentiary hearing. The total revenue increase for the 2009 test year will not exceed the \$174,348,000
over revenues at present rates requested in the Application; but the rates and charges to be finally
approved by the Commission after its investigation may be higher or lower than the proposed rates and
charges for the various rate schedules of service.

All interested persons are urged to attend the public hearing to state their views, orally, in writing,
or both. Written statements may be submitted prior to or at the public hearing. Statements may be
mailed to the Public Utilities Commission, 465 South King Street, Room 103, Honolulu, Hawaii,
96813. Statements may also be sent by electronic mail to the Commission's e-mail address at
Hawaii.PUC@hawaii.gov.

Motions to Intervene or Participate in this proceeding shall comply with Subchapter 4, Rules of
Practice and Procedure before the Public Utilities Commission, Hawaii Administrative Rules, Title 6,
Chapter 61. A motion to intervene or participate in this proceeding shall be filed with the Commission
by September 29, 2008.

Copies of the Application and supporting documents are available for public inspection during
regular business hours at the following locations:

PUBLIC UTILITIES COMMISSION 465 South King Street, #103 Honolulu, HI 96813 Phone: (808) 586-2020	DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS DIVISION OF CONSUMER ADVOCACY 335 Merchant Street, #326 Honolulu, HI 96813 Phone: (808) 586-2800
HAWAIIAN ELECTRIC COMPANY, INC. Customer Service Desk 820 Ward Avenue Honolulu, HI 96814	HAWAIIAN ELECTRIC COMPANY, INC. 900 Richards Street Honolulu, HI 96813 Phone: (808) 543-5670

Special accommodations for persons with disabilities can be made if requested reasonably in advance
by contacting the Commission's Honolulu office.

(sgd.) Carillo P. Caliboso
Chairman

(MN: Aug. 28, Sept. 4, 11, 16, 2008)